



# Region 5

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**Partners:** Ottawa County Michigan Works! Agency  
Muskegon-Oceana Michigan Works! Consortium  
Area Community Services Employment and Training  
(ACSET) Council

## Regional Highlights:

Region 5 plans on focusing 21<sup>st</sup> Century Workforce funding in three ways: 1) creating a unified local approach to working with employers; 2) developing, attracting and retaining talent; and 3) formulating a communications strategy targeted at partners, employers and the general public. The partner MWAs anticipate that the other elements of a coordinated regional strategy will be encompassed through their actions on the primary elements.

## Cross Training

Numerous organizations in the area currently contact employers in an outreach capacity. A component of the regional strategy is to bring these various entities together to formulate a unified local approach that markets programs and services available to Michigan employers through the workforce development system. Staff from the organizations that make employer contacts will meet frequently to do cross training on the programs and services that each one has available and to determine the best approach for maximizing the effectiveness of contact with employers.

## Education

The Region 5 partners will carefully assess the current educational attainment of the area's workforce and determine where gaps between the existing and desired levels occur. The partners can then plan how to best use the broad array of community assets available to them to provide attractive incentives for both employers and workers to settle in the area.

## Wired

Most of Region 5 is part of the West Michigan WIRED initiative. The Workforce System Transformation component of this innovation is to restructure key elements of their workforce development and education systems for emerging, existing and transitional workers. Coordination with this element of the WIRED initiative will be a focal point of the overall regional strategy because of the additional resources available through the project.